

display during display operations the same color at pixels in the peripheral region regardless of color indicated for the pixels in the peripheral region by the externally supplied display data," as recited in independent claim 1. Similarly, Keijiro does not disclose an electro-optical apparatus that includes "a display control device that writes to said memory display data to always display during display operations each of the pixels in the peripheral region of said display panel in the same particular color regardless of color indicated for the pixels in the peripheral region by the externally supplied display data," as recited in independent claim 3.

Further, Keijiro does not disclose an electro-optical apparatus that includes "a display controller that outputs to said driver mask data to display each of the pixels in the peripheral region of said display panel in the same particular color regardless of color indicated for the pixels in the peripheral region by the externally supplied display data," as recited in claim 2. Similarly, Keijiro does not disclose an electro-optical apparatus that includes "a driver that drives each of said pixels based on the display data and the mask data in said memory so that each of the pixels in the peripheral region of said display panel are displayed in the same particular color regardless of color indicated for the pixels in the peripheral region by the externally supplied display data," as recited in independent claim 4.

Further, Keijiro does not disclose a method of driving an electro-optical apparatus that includes "outputting a signal to said driver at the detected timing to display the same color at pixels in the peripheral region regardless of color indicated for the pixels in the peripheral region by the externally supplied display signal," as recited in independent claim 7. Similarly, Keijiro does not disclose a method of driving an electro-optical apparatus that includes "outputting display data to said driver to always display during display operations each of the pixels in the peripheral region of said display panel in the same particular color regardless of color indicated for the pixels in the peripheral region by the externally supplied display data," as recited in independent claim 8. Finally, Keijiro does not disclose a method of driving an

electro-optical apparatus that includes "writing mask data to said memory as display data for each of the pixels in the peripheral region of said display panel to display the same color at pixels in the peripheral region regardless of color indicated for the pixels in the peripheral region by the externally supplied display data," as recited in independent claim 9. Nowhere does Keijiro disclose these features.

Thus, claims 1-4 and 7-9 are patentable over Keijiro. Further, claims 5, 6, and 10-14, which variously depend therefrom, are also patentable over Keijiro for at least the reasons discussed as well as for the additional features recited therein. Withdrawal of the rejection is thus respectfully requested.

II. Conclusion

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1-14 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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